



Step-by-Step Guide to Creating Your Own Newsletter

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Your Customers

Before you can create a newsletter, you need to know who your customers are - what are their needs, what are their passions, what can you give them?

Who is your typical customer or prospect?

Consider....

- How old are they?
- What education do they have?
- What type of home/business do they have?
- Are they male or female?
- Do they have a family?
- How much disposable income do they have?
- What do they do on their leisure time?
- Where do they go on vacation?
- What are their interests? What are they really passionate about?
- What are their greatest hopes and fears? What keeps them up at night? (This last one is important – it's the key to creating a newsletter they will devour.)

Write notes about your ideal customer here:



What can I give my customers?

Now that you know who your typical customer is, what kind of information can you provide that will make her or her life better? (Providing articles that make your customers' lives better is the way to their hearts – a way to build a strong relationship with them.)

Consider...

- What kind of information can you provide that will help them make the right decisions about products they purchase?
- Can you tell them something new – something that will make them go “wow”?
- Can you provide information that is of the zeitgeist – that is totally up to date and really of “today”?
- Can you provide information that hopes them realize their dreams?
- Can you provide information that allays their fears and solves their problems?
- Can you provide information that feeds their passions?

Write notes about how you can make your customers' lives better here:



Article Topics

Now that you know the kind of information they need, what 10 broad topics will you focus on?

1: _____

2: _____

3: _____

4: _____

5: _____

6: _____

7: _____

8: _____

9: _____

10: _____

Your Personality Profile

It's important to infuse your newsletter with personality. After all, people do business with people – not organizations.

What are your 10 beliefs?

Here's an example for someone who is in the health and fitness arena:

- 1) *I always take time to listen to customers – spending time listening to customers is more important to me than selling them things.*
- 2) *My family is very important to me. I like to talk about my family (I'm a proud father) and like to hear about other people's family.*



- 3) *I don't believe in fad diets or fad exercise regimes. The only thing that really works is a healthy diet and sensible exercise. I will fight against unhealthy diets and dangerous exercise regimes.*
- 4) *I believe that good nutrition begins at home, so I encourage all my customers to learn how to cook healthy food.*
- 5) *I believe that we can't live like monks every day. It's OK to go to McDonald's once in a while.*
- 6) *I believe that people should not watch more than one hour of television per night. Indeed, I have given away my TV – and I feel better for it.*
- 7) *I believe that most vitamins are useless. It's generally much better to get vitamins from food.*
- 8) *I believe in taking time off to relax. That's why I never work on Sundays.*
- 9) *I believe in always giving an honest answer, even if it's not what a customer wants to hear and might lose me money.*
- 10) *I believe that humor is essential. I try not to take my business or my life too seriously.*

Use this space to write your 10 beliefs:

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____
- 6: _____
- 7: _____
- 8: _____
- 9: _____
- 10: _____



Your personality profile

What 5 words describe your personality? Keep these five words in mind when you write articles.

(e.g. honest, friendly, good-humored, self-deprecating, a fighter)

What 5 words would describe your personality?

1: _____

2: _____

3: _____

4: _____

5: _____

Your back-story

For new customers – or anyone who doesn't know you – why did you get into this business. Why are you passionate about this business? What's the (brief) story of your life?

(e.g. I used to work for a big pharmaceutical company – working 12-hour days, commuting for an hour a day, eating terrible food and never seeing my family. Then, at the age of 40, I had a heart attack. From that day on, I decided that life was too short to do this, so I quit work and made it my mission to educate people to the benefits of a healthy lifestyle. I now feel better than ever, am fitter than ever, and have helped hundreds of people improve their health and change their lives. I believe it's never too late to get fit and healthy.)

Use the space to make some notes about your back story:



Getting it done

Creating an article plan for the next 12 months

You can make it easy for yourself to create a newsletter each month by coming up with ideas for content (or even complete articles) in advance. Then you don't have that "what will I write this month" feeling. Use this chart to plan articles for the next 12 months. I've put in some calendar events to get you started. Also use this chart to plan the offers you will be making in your newsletter.

Month	Calendar Events	Events in Your Business Cycle	Article Themes	Offer of the Month
January	New Year			
February	Valentine's Day			
March				
April	Tax Time			
May	Mother's Day			
June				
July	Summer Vacations			
August				
September				
October	Halloween			
November	Thanksgiving			
December	Holiday Season			



Article starting points

Now that you have created some article themes, use these headline templates as the basis for your articles. Just replace the appropriate words in the headlines. You can find more magazine headlines at <http://www.magazines.com>.

1. Ten things you always wanted to know about the stock market

2. Five essential tips to make the perfect roast dinner

3. How to clean your car – the easy way

4. The 22 best gardening tips...ever

5. 8 new chicken dishes you'll want to try

6. The everyday stress buster that brightens your mood

7. Be a natural beauty – 48 tips to help you glow

8. Slim-down secrets

9. The easy way to boost your sex drive

10. Rebuild your Nest-Egg – What to Do Now



Article writing method

Use the question-and-answer method to write your articles. In the spaces below, write the 5 most common questions associated with your article theme. Then, write a brief answer. (Alternatively, record yourself speaking the answer then transcribe the answer using an online transcription service.)

Question 1: _____

Answer 1: _____

Question 2: _____

Answer 2: _____



Question 3: _____

Answer 3: _____

Question 4: _____

Answer 4: _____



Your monthly newsletter schedule

Instead of waiting until the last minute, devise a schedule for production of your newsletter. It might go something like this.

Monday of Week 1:

Devise topics, commission writers

Monday of Week 2:

Receive articles back from printers, place in layout and edit

Monday of Week 3:

Proof-read newsletter

Monday of Week 4:

Send newsletter to printer

Use this template for your monthly plan

Monday of Week 1:

Monday of Week 2:

Monday of Week 3:

Monday of Week 4:



Commissioning writers

When commissioning writers, you get best results by being very clear about what you need. This will help writers bid on your projects, help you evaluate bids, and help you get the kind of article you need.

This template might help:

Project name: *(e.g. articles about health for newsletter)*

Number of articles required: *(e.g. 4 articles, each of 300 words)*

Copyright: *(e.g. I will buy copyright of all articles)*

Deadline: *(e.g. one week after project is awarded)*

Writer requirements: *(e.g. You must have already written on health, exercise and nutrition topics for a general audience. Please show examples of prior work. You must be able to write in a lively, accessible style.)*

Reader profile: *(e.g. the typical reader is a college-educated mother of two who is interested in optimizing her children's health. She is busy, doesn't have much time to read, but will invest time and money in information and products that demonstrate they will help her reach her health goals.)*

Article style: *(e.g. because our reader is busy, the articles should be easy to read – use sub-heads, bullet points, etc. Make the information dense and punchy – no fluff. Accuracy is essential.)*

Article topics: *(e.g. 1 – 5 tips to encourage children to eat vegetables; simple exercises you can do without a visit to the gym; 10 foods that are packed with the kind of vitamins children need; Quick and easy breakfasts for busy parents.)*

Other notes: *(e.g. Please contact me if you have any questions or need clarification – communication is very important to me. Please make sure this is all your original work – articles will be checked against Copyscape. This will be a regular gig for the right person.)*



Use this template:

Project name: _____

Number of articles required _____

Copyright: _____

Deadline: _____

Writer requirements: _____

Reader profile: _____

Article style: _____

Article topics: _____



Other notes:
